INTERNET MARKETING

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Abstract: Why Internet Marketing? What to know what is the use of internet marketing in 21st Century? Searching for great internet marketing services for your company? In this modern World, the internet has become a major tool for researching some information, and so businesses of all sizes should use online marketing to enhance awareness for the services and goods of their company.

It is using internet promoting to create a response from individuals who would be searching your product and services on internet. Also known as Online Marketing, Web Marketing or Internet Marketing is used by organizations selling services and products directly to clients as well as those who function on a business-to-business model.

Keywords: Article, Blocks, Email Marketing, Google Ad Words, Hoot suite, SEO, web Marketing.

1. INTRODUCTION

What Is Internet Marketing?

Internet marketing is defined as the marketing of products and services over the Internet. It is also known as web marketing, digital marketing, online marketing, Internet advertising or e-marketing. The Internet as a medium has allowed firms and business to make themselves more visible to customers by promulgate information at lower costs and reaching global audiences. Companies set virtual models of their business activity as a way to raise awareness and interest in their products or services.

Internet marketing is a combination of Internet-related activities that target customers directly and indirectly. These Internet marketing activities are part of the customer engagement cycle and may include email marketing campaigns, search engine optimization (SEO), banner advertisements on certain websites and Web 2.0 strategies. Such interactive web strategies aim at increasing traffic on the company's homepage. Internet marketing also uses the creative and technical aspects of the web, such as web design, development, advertising and sales to promote specific services and products online.

WHAT IS INTERNET MARKETING?

SOCIAL MEDIA + BLOGGING + CONTENT MARKETING + SEO

Internet marketing drives people to your business
from the internet resources they use.

2. DISCUSSION

What Are The Internet Marketing Services?

• SEO (Search Engine Optimization)

• ORM (Online Reputation Management)

• SMM (Social Media Marketing)

• E-mail Marketing

• Pay-per-click Marketing

SEO (Search Engine Optimization):

Do follow strict web standards and make sure that your website is completely SEO friendly and should attract new visitors to your website. You will experience the creativity & professionalism with the maximum return on investment.

SEO Processes are designed in view of the Google guidelines, and white hat techniques also ensure to provide Google Panda and Penguin compliant SEO Services so that clients from world over get the best results in terms of ranking and targeted traffic.

Search engine ranking is perhaps the most important part of a web site marketing strategy. Search engines are the only way most people find a web site. Being well-placed in the search results can make a tremendous Change in the number of visitors you get.

SEO PROCESS

WEBSITE ANALYSIS
CLIENT REQUIREMENTS
KEYWORD RESEARCH
CONTENT WRITING
WEBSITE OPTIMIZATION
SEO SUBMISSION
LINK BUILDING
REPORTING

There are two categories of SEO:

On-page optimization:

Keyword research (as per theme of the website),

Content optimization (Changing/updating/Adding Content if needed),

Title and meta tags optimization and creation,

Creating site maps, robot.txt etc,

301 redirects (canonical issues),

URL Optimization,

Google analytics set-up,

Google site verification code set-up,

Google Places set-up.

Off-page optimization:

Press releases writing

Press releases Submission

Blog writing

Blog Submission

Relevant Blog commenting

Video promotion

Article submission

Link Wheel creation

Link Push creation

Local listing SEO

Video Optimization

Directory submission

Social bookmarking

Reputation management refers to influencing and controlling an individual's or business's reputation. Originally a public relations term, the expansion of the internet and social media, along with reputation management companies, has made it primarily an issue of search results. Online reputation management, sometimes abbreviated as ORM, is primarily concerned with managing the results on websites that evaluate products and services and make recommendations and referrals. Ethical grey areas include mug shot removal sites, astroturfing review sites, censoring negative complaints or using search engine optimization tactics to influence results.

Tools to Monitor Your Online Reputation

1. Google Alerts

2. Social Mention

3. Google and Bing

5. Trackur

4. Hoot suite

3. SMM (SOCIAL MEDIA MARKETING)

There are two categories of SMM methods:

(a) Social media features added to the content itself, including: RSS feeds, social news and sharing buttons, user rating and polling tools, and incorporating third-party community functionalities like images and videos.

(b) Promotional activities in social media aside from the content being promoted, including: blogging, commenting on other blogs, participating in discussion groups, and posting status updates on social networking profiles Some Social Media Marketing SMM Services Include:

Facebook: In this we can place an commercial advertise, blocks and also a video Related to our business requirement.

Twitter: In this we advertise by the tweets, Images And Also a block.

Pinterest: In this user can upload images as well as video, its an media platform.one user can browse the content of others.

LinkedIn: It is the world largest business oriented social networking Services.

Google+: We can create the page of a client and it get publish . its also a form of social marketing. It increases google ranking.

YouTube: Ads are place in between the video, which increase the marketing of a clients Business.

4. E-MAIL MARKETING

Email marketing is directly marketing a commercial message to a group of people using email. In its broadest sense, every email sent to a potential or current customer could be considered email marketing. It usually involves using email to send ads, request business, or solicit sales or donations, and is meant to build loyalty, trust, or brand awareness. Email marketing can be done to either sold lists or a current customer database.

Types of email marketing:

Transactional emails:

Direct emails:

Mobile email marketing:

5. PAY-PER-CLICK MARKETING

Pay-per-click Marketing is the Shortcut to Success:

SEO is the most cost-effective form of marketing in 90% of cases PPC (pay-per-click) advertising easily beats out all the other options.

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PC or Pay Per Click is a very effective alternative to organic search results in driving traffic to your website. With our PPC management services, we place ads at the top of the Google search results on search terms relevant to your business. These are separate from the natural search results and cost you money each time they're clicked. However, with the right strategies, PPC marketing can bring your company targeted customers at a bargain price. And the best part is you don't have to wait.

Google Ad Words is Google's pay-per-click (PPC) advertising platform that enables business to create ad campaigns on Google properties. PPC is therefore an effective way of selling goods and services.

As part of each PPC advertisement management service program, perform a great number of tasks. Specifically these tasks include:

Keyword Research and Selection

Creative Development

Landing Page Identification

Implement Campaign Tracking

Advertisement Submission

PPC Account Settings

PPC Bid Management

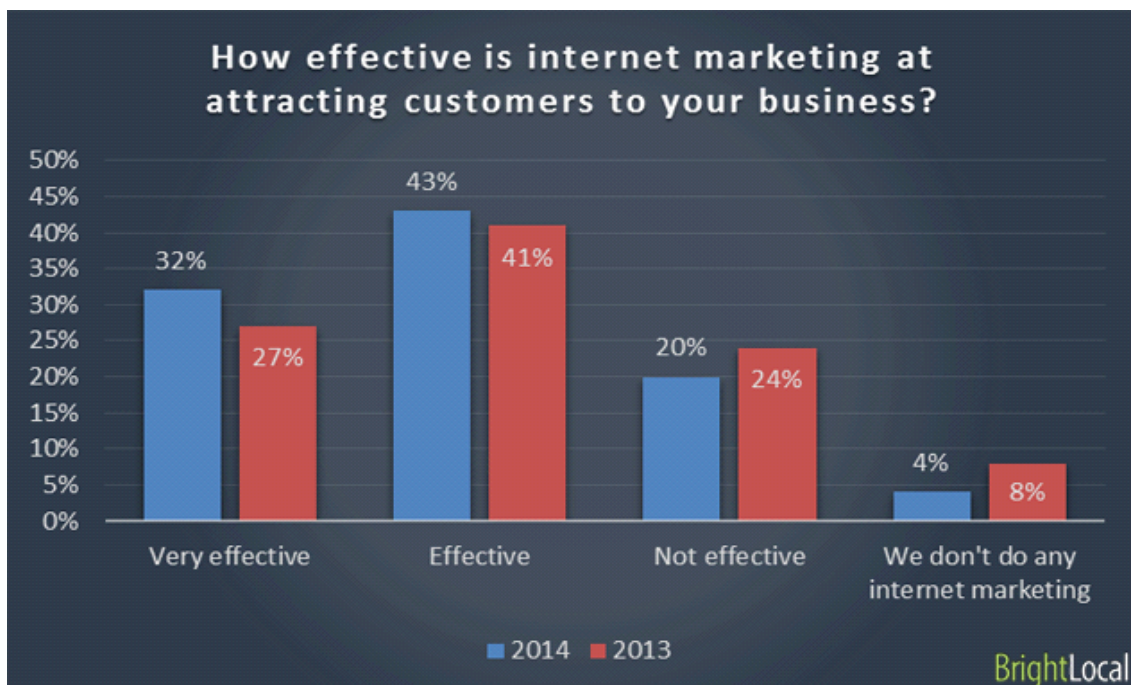PPC Monthly Analysis

Campaign Improvements

Creative Testing

PPC Report

How Effective is Iternet Marketing:

The internet marketing is the most cost effective marketing than traditional marketing.

The internet marketing is also a Targeted Exposure for your Business.

6. CONLUSION

As digital 6 Internet marketing, Social media marketing is a boom in 21st Century, and this will be at a great level in coming years.

All small scale business are also becoming digital now a days.

As there is a great response and development to the business which is done on digital basis. It has also affected the business on great extent.

The number of visitors had also increase.

As digital marketing will be the only effective and fast way to Get advertise your business at a lower cost.

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